

Message Text

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14

ACTION EUR-12

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R 070730Z AUG 75
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 8597
AMEMBASSY SOFIA
AMEMBASSY VIENNA

UNCLAS PRAGUE 1986

E.O. 11652: N/A
TAGS: BEXP, CZ, BU, AU
SUBJECT: PRE-SHOW PROMOTION - U.S. EXHIBITION PLOVDIV FAIR
SEPTEMBER 3-10

COMMERCE FOR BEWT/TPD (THOMPSON)

VIENNA FOR USEWTC

1. EMBASSY ARRANGED SUCCESSFUL MEETINGS AUGUST 4-5 FOR DIRECTOR MARKETING ACTIVITIES (DMA) U.S. EXHIBITION PLOVDIV INTERNATIONAL FAIR.
2. FRANTISEK SMRCKA, DEPUTY GENERAL DIRECTOR OF KOOSPOL, PROMISED TO DELIVER CATALOGS ON U.S. FIRMS EXHIBITING IN PLOVDIV FAIR TO KOOSPOL'S TRADING PARTNERS. A GROUP OF KOOSPOL TECHNICIANS WILL ATTEND U.S. EXHIBIT AT PLOVDIV.
3. DR. JINDRICH GAYDECKA AND JAROSLAV HANZLIK FROM THE CZECHOSLOVAK CHAMBER OF COMMERCE WILL DISTRIBUTE CATALOGS OF U.S. FIRMS PARTICIPATING AT PLOVDIV FAIR TO MEMBERS OF U.S.-CZECHOSLOVAK SECTION OF CHAMBER AND WILL ENCOURAGE THOSE INTERESTED TO ATTEND U.S. EXHIBIT THERE.
4. MRS. HANA BARGEROVA OF TECHNOEXPORT WILL SEE U.S. EXHIBIT AT PLOVDIV. SHE IS CHIEF OF TECHNOEXPORT'S EXHIBIT AT PLOVDIV FAIR AND IS CURRENTLY INTERESTED IN IMPORTING FROM

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U.S. TWO MACHINES FOR PACKAGING COATED PAPER BAGS CONTAINING SEVEN

GRAMS OF COFFEE FOR HOTEL, RESTAURANTS, AND SELF-SERVICE SHOPS. THE DESIRED CAPACITY PER MACHINE IS ABOUT 250 BAGS PER MINUTE. U.S. MANUFACTURERS AND EXPORTERS CAN TALK TO HER DURING THE PLOVDIV FAIR AND VISIT PRAGUE LATER IN ORDER TO TALK DIRECTLY TO END-USERS.

5. MIROSLAV MARCAN FROM FEDERAL MINISTRY OF AGRICULTURE AND FOOD WILL SEND A MINISTRY TEAM TO SEE U.S. EXHIBIT AT PLOVDIV. HE SAID THAT FOLLOWING AREAS ARE OF PRIMARY INTEREST FOR HIS MINISTRY AS TO IMPORTS OF TECHNOLOGY FROM ABROAD: PACKAGING AND BOTTLING, FILLING, FREEZING MACHINES. HE STRONGLY RECOMMENDED THAT U.S. TAKE PART IN NEXT YEAR'S SALIMA FAIR IN BRNO, FEBRUARY 15-23, 1975. HE PROMISED TO GIVE EMBASSY PRAGUE A DETAILED LIST OF MACHINES AND EQUIPMENT THE MINISTRY WOULD LIKE TO SEE EXHIBITED AT SALIMA.

6. DMA AND EMBOFF ALSO PROMOTED ATTENDANCE BY CZECHS AT U.S. EXHIBITION AT BRNO ENGINEERING FAIR.
FRISBIE

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